

CASE STUDY 1 | BRAZIL

# Green July: Building community pride for Mangroves

## Contributing authors

Bruna Maria Lima Martins, Rare Consultant; Paulo Cesar Jesus Torres, President of ASSUREMAS\*; Zacarias Monteiro da Silva, ASSUREMAV\*; Jose Roberto Garcia Moraes, President, AUREMAG\*; Manoel Botelho, President, AUREMAC\*; Laercio Amoras, President, AUREMAR\*; Daniel Oeiras, President, AUREMLUC\*; Antonio Moreira, President, AUREMC-MG\*; João Ferreira, President, MOCAJUIM\*; Oseia Rocha, President, ASSUREMACATA\*; Valter Chagas, President, AUREMAT\*; João Carlos Gomes da Silva, President, AUREMAT\*; Jose Roberto Tavares da Silva, President, AUREMAP\*



THREATS & IMPACTS | LEK IN OUTREACH

RESTORATION APPROACHES



Green July 2022 São João da Ponta. © Enrico Marone

### Location

Amazon Coastal Zone of Pará State, Brazil.

### Project Size

1,677 km<sup>2</sup> of mangrove coverage along 3,905 km<sup>2</sup> of protected areas.

### Mangrove species

White mangrove (*Laguncularia racemosa*), red mangrove (*Rhizophora mangle*), black mangrove (*Avicennia germinans*).

### Project Duration

2021 - ongoing

## Project goals and objectives

Due to socio-economic and political challenges, the coastal territories of Pará State have been neglected in the past. Green July is a grassroots campaign supported by Rare where local people celebrate the importance of the vast mangrove ecosystems along Brazil's Amazon Coast. It awakens and strengthens the role of local community members as guardians of the mangroves.

## Methods/approaches used

During Green July, local leaders and communities across the Pará region host cultural activities like parades, fisher games, live concerts, and radio broadcasts to build excitement for mangrove protection and promote sustainable behaviors that benefit nature and coastal communities. Young children learn the ecological value of mangroves, while fishers learn new strategies for sustainably managing shared natural resources. Each lesson contributes to a "wave" of awareness, creating a larger social transformation. World Mangrove Day on July 26 provides a narrative arc, driving momentum for the activities of Green July.

## Groups involved and roles

Green July is a grassroots initiative growing in attention and momentum. With support from Rare, currently over 30 local institutions and hundreds of community members across Pará State join in the campaign. Local Indigenous and community leaders organize weekly campaign activities, uniting their respective community members. Youth, women, and community members of all ages mobilize friends and families to participate. Local NGOs and state agencies provide technical support for fishers and increase campaign visibility through social marketing.

## Local Knowledge

All messaging and actions provided by the Green July campaign build upon native Afro-Amazonian knowledge and encourage pride in coastal communities' ancestral connection to the mangroves. Indigenous wisdom and intergenerational lessons are incorporated into conservation games and community events. **Each year, participating communities collectively write a "Maretório Manifesto" that highlights traditional Brazilian wisdom on topics like rainfall cycles, human-wildlife relationships, and the impact of human activities on mangroves. Elders teach younger generations how to observe the seasonal patterns of mangroves and fisheries and combat anthropogenic disturbances like coastal development, pollution, wood harvesting, and overfishing.** As part of the manifesto, community leaders pledge their commitment to mangrove maintenance, reinforcing their community's pride as guardians of the mangroves.

## Outcomes

Green July may be the world's largest community-led movement to protect mangroves, bringing visibility to Brazilian communities from local to international levels, helping to showcase how mangroves offer nature-based solutions for healthy fisheries, community well-being, and climate resilience. Since 2021, the campaign has reached 200 communities and 3,000 members. Twelve local associations representing 18,000 families along the Amazon coast that use the mangrove resources have joined in partnership to sustainably manage the coastal ecosystems along with Green July's efforts. In the words of local Pará State leader Laercio Amoras, "Green July is becoming a tradition in our territory." This sentiment reflects the awakening of a culture where individuals take pride and collective action to protect their shared resources and build a brighter future for people and nature.